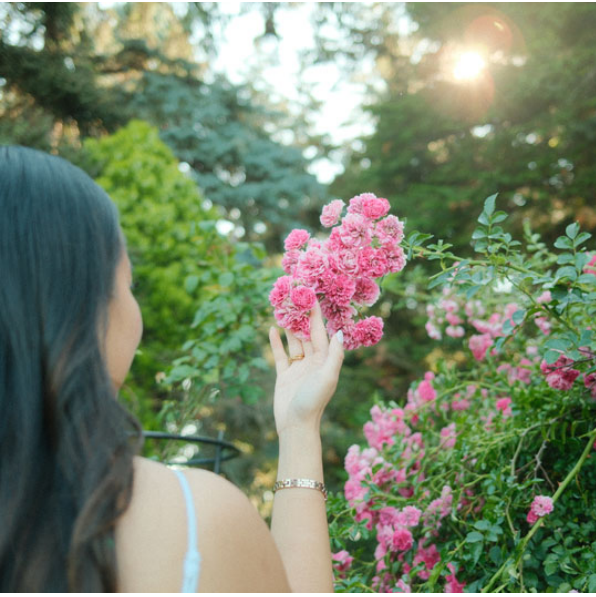




Business Highlights Presentation

Niagara Parks Commission – Public Meeting

Thursday, July 10, 2025



Niagara Parks

- Founded in 1885
- Operates under the Niagara Parks Act
- Two founding principles:
 - i. Niagara Parks would never be a burden to the taxpayers of Ontario
 - ii. Niagara Parks would, as much as possible, be free to enjoy
- Board-governed operational enterprise under the Ministry of Tourism, Culture and Gaming
- 12-member Board of Commissioners
- **Mandate:** To be the environmental and cultural stewards of the Niagara River Corridor
- **Vision:** To be one of the most spectacular parks in the world



Stewards of the Niagara River Corridor

- Niagara Parks is a key demand generator, driving visitation and tourism to Niagara and Ontario.
- Responsible for maintaining 56km Niagara Parkway and 53km recreation trail, numerous parks, gardens and natural areas.
- Breadth of services include Niagara Parks Police Service, School of Horticulture.
- Re-established Niagara Parks Foundation focuses on raising funds to support additional environmental and cultural stewardship projects.
- As a self-funded organization, investments into enhancing our guest experiences that in turn, drive visitation and grow revenue, directly benefit our ability to deliver on our mandate of environmental and cultural stewardship.

NIAGARA PARKS

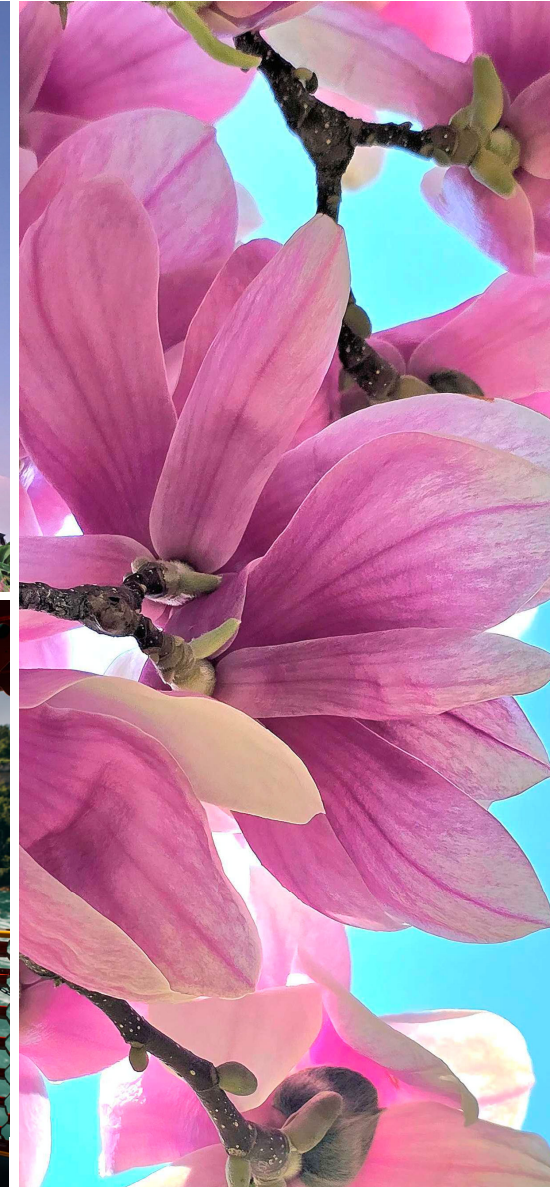




Funding & Operations

- One of the region's largest employers; 2,000 headcount in peak season; \$70 million payroll.
- Operating budget covers payroll, operating expenses to run its revenue-producing operations and key operational projects.
- Capital budget covers investments into deferred maintenance and strategic projects to enhance Niagara Parks' visitor experiences
 - \$175 million worth of deferred maintenance across Niagara Parks sites
 - **Major capital projects for 2025-26:**
 - *Brand-new attraction, Niagara Takes Flight*
 - *Repairs and maintenance*

NIAGARA PARKS





June 16: Visit from the Honourable Minister of Tourism, Culture and Gaming

- Niagara Parks proudly welcomed a visit from Minister of Tourism, Culture and Gaming, Stan Cho
- The Minister visited Old Fort Erie for a tour and musket demonstration.
- Other site visits included Crystal Beach and Gonder's Flats to witness the return of the goats for the Green Grazers Initiative.





June 20 – Summer Mardi Gras

- The Niagara Jazz Festival's 'Summer Mardi Gras' flagship event was held at Oakes Garden Theatre.
- Niagara Parks, in partnership with the Niagara Jazz Festival, presented by TD Ready Commitment, hosted the event which featured the sounds of New Orleans.
- Performers: Jazz 4 the Ages Youth Band; Quibble Quartet; Red Hot Ramble; The Heavyweights Brass Band and special guests from New Orleans.
- 126 tickets were sold for the event.



July 1 - Canada Day Celebration

- June 25 – The Friendship Arch was installed in Queen Victoria Park.
- Niagara Parks staff were sporting Canada Day shirts designed in house by the Marketing team and made in St. Catharines. These shirts are also available in retail locations for guests to purchase.
- Niagara Parks gave out complimentary Canadian Flags to guests visiting attractions while supplies lasted.
- Extended fireworks display at 10pm.
- Road closures beginning at 7pm to expand space for pedestrians.

NIAGARA PARKS





Annual Battle of Chippawa Ceremony

- Commemorated the 211th anniversary of the Battle of Chippawa on July 5, 2025.
- This pivotal battle during the War of 1812 saw the Americans defeat the British and marked the first battle with Indigenous nations fighting one another.
- The annual July 5th commemoration with Niagara Falls and Royal Canadian Legion Branch 396 honours British, Canadian, American troops and Indigenous forces.



July 7: Ribbon-Cutting Ceremony for New Courts

- Four new pickleball courts and four refurbished tennis courts were celebrated with a ribbon cutting ceremony.
- The upgrades are part of a \$1.5 million investment in Queenston Heights Park. Other recent upgrades include:
 - Renovating additional public washroom close to the courts to include six universal stalls (to open next week)
 - Parking lot paving
 - New trail stairs (replacement strategy funded through Infrastructure Canada)

NIAGARA PARKS





July 9 – Canada Strong Pass

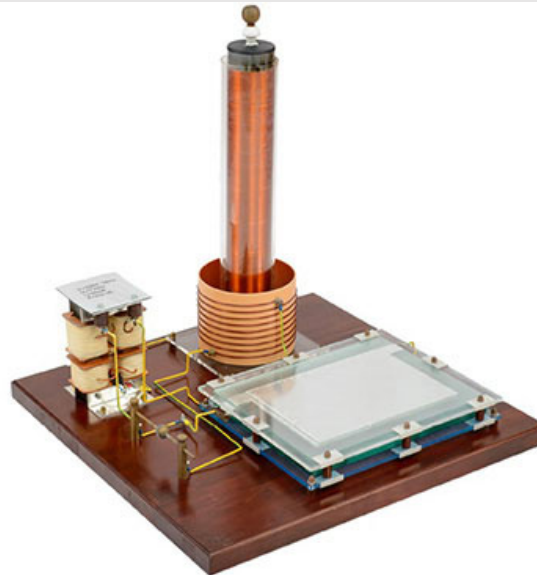
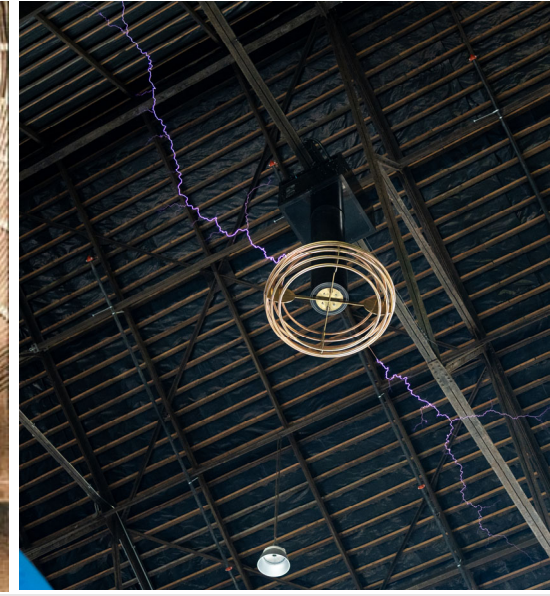
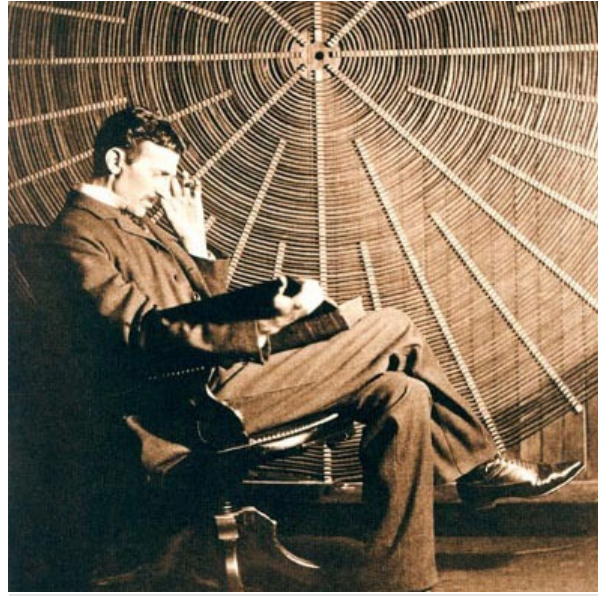
- A federal initiative designed to make Canadian cultural and natural attractions more accessible and affordable.
- Our participation in the program launched on July 9.
- Until Sept. 2, 2025, children 17 and under receive free admission and youth aged 18 to 24 receive half-off admission at Niagara Parks heritage sites:
 - Old Fort Erie
 - Laura Secord Homestead
 - McFarland House
 - Mackenzie Printery



July 12 - Nikola Tesla Day Festival

- The event takes place at Oakes Garden Theatre from 6 p.m. - 10:30 p.m.
- The Tesla Day Festival is a free annual celebration honouring the extraordinary life and groundbreaking achievements of Nikola Tesla.
- This family-friendly event features interactive exhibits, hands-on activities, and thought-provoking displays designed to spark curiosity and inspire minds of all ages.

NIAGARA PARKS





Niagara Takes Flight Update

- *Niagara Takes Flight: A Soaring Adventure* is set to open at the end of August.
- Work is well underway for the new Flying Theatre attraction.
- Aug. 29: Opens to the public

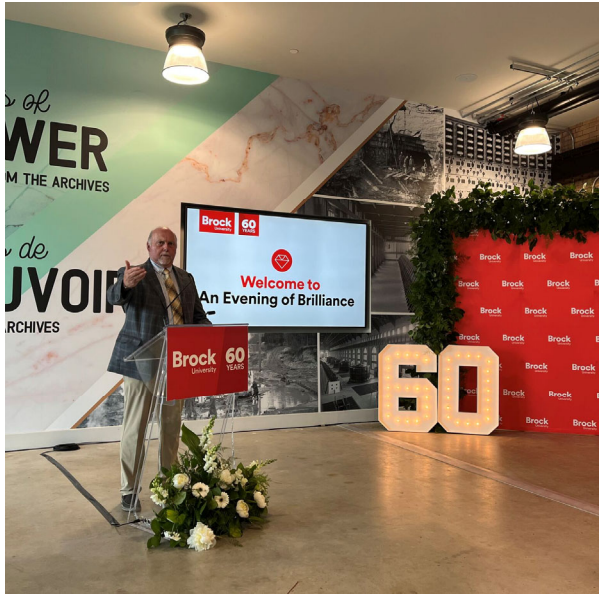




Business Development

Retail and Attractions

- Missy Sauer, Director of Retail & Attractions, promoted *Tesla: A Spark of Genius* at Niagara Parks Power Station.
 - Appeared on CHCH News (June 19) & segment also featured a spotlight on the new Flying Theatre, with Chris Giles, Director of Marketing, providing commentary
 - Appeared on WIVB (June 23)
- General Brock Store has been revitalized as the retail hub for the new Queenston Courts shop, offering tennis and pickleball gear, confectionery and themed toys.
 - A staff open house event was hosted on June 25.



Business Development

Retail and Attractions

- New banners were installed along the walkway at White Water Walk, enhancing visibility and attraction identification.
- Seniors Month Promotion: Every Wednesday in June, seniors 60+ received half-price admission to all Niagara Parks attractions and heritage sites.
- The Niagara Parks Power Station hosted several private events:
 - June 10: Canadian Institute for Non-destructive Evaluation (400 guests)
 - June 11: Canadian Elevator Contractor Association (280 guests)
 - June 13: Brock University 60th Anniversary (215 guests), with remarks by Bob Gale and David Adames



Business Development

Marketing

- Signage to support new Queenston courts and window perfs to help activate the new shop.
- Final touches on reading room refresh at White Water Walk.
- New WEGO signage at Bridge Street station to assist with wayfinding.
- Hosted media segments with CHCH and WIVB/Channel 4:
 - Tesla Exhibit
 - Behind the Scenes tour at Flying Theatre

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Business Development

Culinary

- Queenston Heights successfully hosted three sold-out seatings for Father's Day Brunch.
- Legends on the Niagara and Whirlpool Golf Course featured a special Father's Day menu, offering items such as Grilled NY Striploin Steak and a Full Rack of Baby Back Ribs.
- A new custom-made Popcorn Cart in the lower Grand Hall at the Table Rock Complex, which serves popcorn and beverages, has been well received by guests.
- Queen Victoria Place catered three events at the Niagara Parks Power Station:
 - Brock University's 60th Anniversary year.
 - QVP also provided bar service for the Jazz Festival at the Oaks Garden Theatre.
 - Table Rock Bistro hosted VIP delegates from FIFA following the unveiling of the FIFA Clock.

NIAGARA PARKS





Business Development

Golf

- July 5 – Adaptive Golf Instructor Chris Garner hosted an Adaptive Golf Clinic.
 - There were six participants in total, including one stroke survivor and several amputees, one of whom was a seven-year-old girl.
- All courses are in full operation and prepared for a busy season.
- Hosted several tournament buyouts and large golf package groups with overnight accommodations with partner hotels.
- The shuttle service from the parking lot to the clubhouse at Legends has received positive feedback from guests.
- Playing conditions on all courses are positively rated in online surveys.



Business Development

Sales and Events

June 2025 sales and activities included:

Hosted

- Two Business Event Familiarization groups
- Two Business Event Client Site Inspections
- Five Familiarization Tours
- 11 Wedding Ceremonies
- Nine Wedding Receptions

Attended

- June 16 – 17: The *Get Your Guide Reception* Event during International PW Marketplace in Chicago, IL.

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Planning, Environment and Culture

Heritage and Legacy

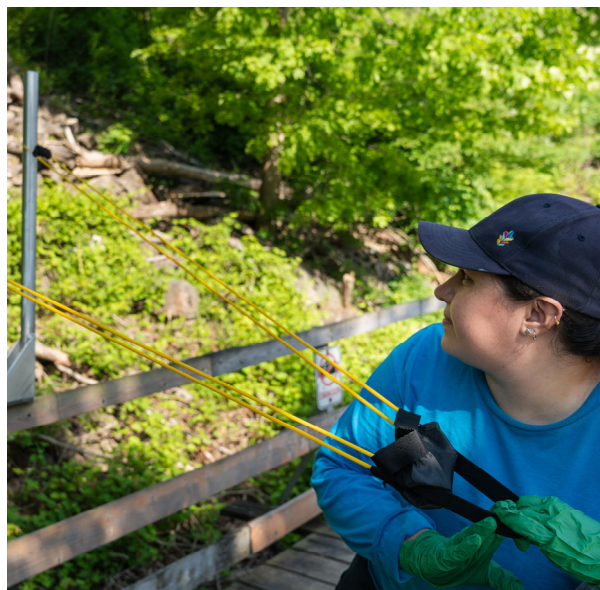
- CEO toured St. Lawrence Parks Commission, highlighting shared goals of environmental and cultural stewardship while promoting tourism and discussing best practices.
- An interpretive panel sponsored by Hatch was unveiled at the Floral Clock to honor Canadian Power Generation Pioneers.
- June 21 - A memorial honouring Dr. Jose Rizal was attended by dignitaries from the Philippines and local representatives.



Planning, Environment and Culture

Environmental Stewardship

- Over 2,000 native trees are being planted this spring/summer in the park, including 250 large caliper trees along the south boulevard and over 300 by 150 students at Niagara Glen.
- June 11 - The Niagara River Lions basketball team planted about 100 trees.
- Niagara Parks received an exemption to the Ontario Pesticide Act to manage invasive species like knotweed along the upper Niagara River shoreline.
- The Green Grazers Initiative returned to Gonder's Flats to clear invasive Phragmites.
- TD Canada funding for the Dufferin Islands project enabled the redesign of a crucial weir for regulating water levels.



Planning, Environment and Culture

Environmental Stewardship

- Niagara Parks' Environmental team, supported by the Ontario Invasive Species Centre through the Niagara Parks Foundation, is restoring the Niagara Gorge slope along the White Water Walk by removing invasive species like Tree-of-Heaven, which harbors the Spotted Lanternfly.
- Native plants are being introduced to enhance wildlife and prevent soil erosion
- Due to the challenging terrain, 'seed balls' containing native seeds, soil, compost, and flour are being launched from both top and bottom of the gorge to aid in revegetation.



Planning, Environment and Culture

Events, Programming and Education

- Niagara Parks and NAE celebrated the opening of the new Starbucks location at Grand View with a ribbon cutting ceremony (June 26).
- Niagara Parks Floral Showhouse participated in Deaf/Blind Awareness Month with a national yarn bombing initiative, showcasing colourful yarn art to promote connection and community.
 - The initiative highlights the experiences of deaf/blind individuals.
- Niagara Parks is offering complimentary passes to wildfire evacuees from Manitoba and Northern Ontario, allowing families to visit the Niagara Parks Power Station, Floral Showhouse, and White Water Walk, providing support during a difficult time.



Engineering and Parks Operations

Engineering and Project Management

- Dufferin Islands Loop Resurfacing – project completed June 27.
- Kingsbridge Park – Parking loop resurfacing and curb replacement completed.
- Millers Creek Bridge – Archeological Study Stage 4 underway.
- Fort Erie Shoreline Protection Pilot Project – Clearance provided by Fisheries and Oceans Canada to start mobilizing, and construction began July 4.

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Engineering and Parks Operations

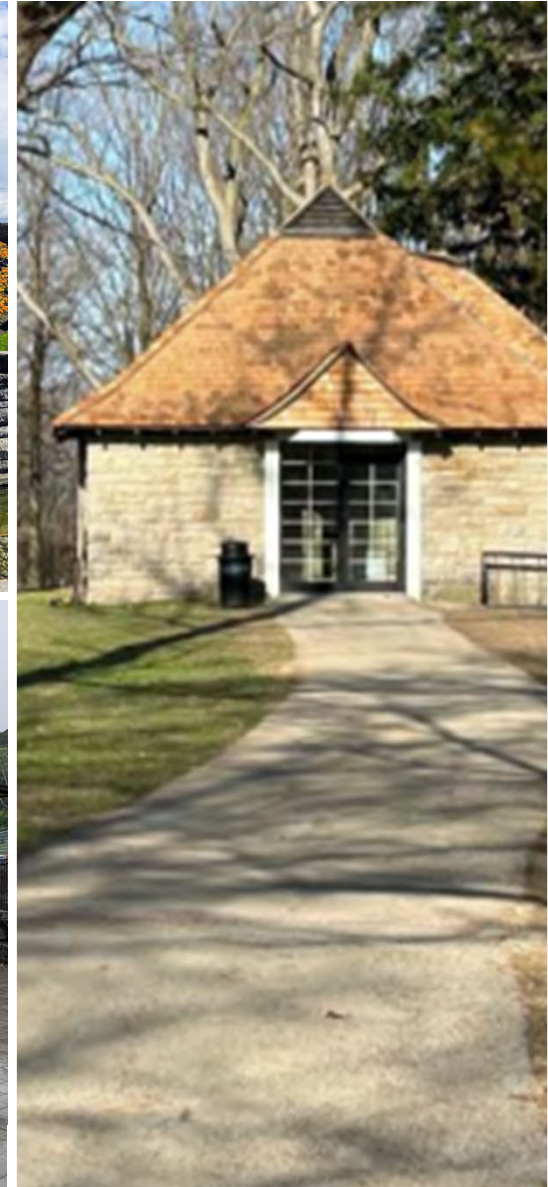
Facility Services

- 75th Anniversary of the Floral Clock; summer planting completed.

Facility Services

- Public washroom at Falls Parking had a soft opening prior to Canada Day.
- Staffing added for the QH pickle ball courts, general store and renovated washrooms anticipated to be completed by mid-July.
- The team has been trained and working with environmental services on a new baling machine at Table Rock to better capture and efficiently process cardboard recycling.

NIAGARA PARKS





Engineering and Parks Operations

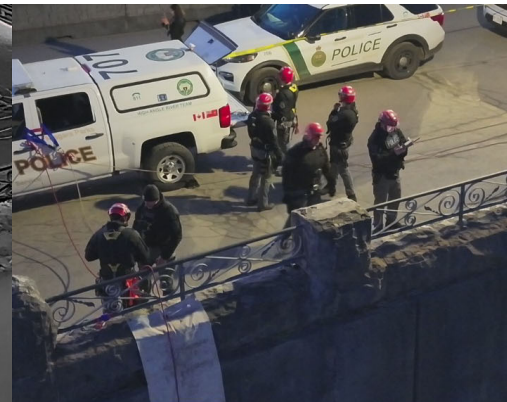
Health, Safety and Compliance

- Annual Fire Extinguisher inspections are underway.
- 2 new AEDs were purchased to be placed at the Marina and at Queenston Courts.
- The HSC team welcomed a summer co-op student.
- Supporting employees by reviewing PPE, including cut-resistant gloves for culinary and anti-vibration gloves for parks operations.
- Provided staff communications including the June Safety Talk and emails for the first heat wave of the year.
- Annual Access Ladder and Anchor Point inspections were completed.



Niagara Parks Police

- **Planning Meetings:** Police Chief engaged in discussions about the NG-9-1-1 project with stakeholders and vendors.
- June 17 – 19: Members of the NPPS High Angle River Team, along with members of the NRPS Marine Unit, participated in a swift water course provided by NPPS Swift Water Instructors.
- June 19: Virtual Emergency Niagara Management Committee meeting.
- June 24 – 27: RPAS Drone Operator Course with a NRPS instructor.
- June 25: Virtual Ontario Association of Chiefs of Police Professional Standards Unit – Special Investigations Unit meeting.
- June 26 - 27: In-service use of force qualification training held at the NRPS Training Unit





**NIAGARA
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Upcoming Events

- July 12: Tesla Fest at Oakes Garden Theatre; 6 p.m. - 11 p.m.
- July 12: Murder Mystery Event at Old Fort Erie; 7:30 p.m. (sold-out)
- July 27: Women's Invitational Golf Tournament at Legends on the Niagara
- Aug. 4: Simcoe Days at the Mackenzie Printery; 10 a.m. - 5 p.m." should be "Aug. 4: Simcoe Days at the Mackenzie Printery; 10 a.m. - 5 p.m.
- August 7-9: Niagara 5000 Event
- Aug. 9 & 10: Siege of Old Fort Erie; 10 a.m. - 5 p.m.
- Aug. 27: VIP Ribbon-Cutting for *Niagara Takes Flight*; 6 p.m.
- Aug. 29: Official Opening of *Niagara Takes Flight*; All Day
- Sept. 6 & 7: Majestic Monarchs at Butterfly Conservatory, 10 a.m. - 4 p.m.
- Sept. 12: 100th anniversary of the Niagara Falls Illumination Board; Special Sound and Light Show to be Presented



Questions & Comments

NIAGARA PARKS





Siege of Fort Erie Reenactment August 9th and 10th

- Largest and longest running re-enactment event in Canada.
- First event: 1986.



- Commemorating nation-building narrative
- Battle of Fort Erie was the bloodiest battle of the War of 1812
- 3 Aug.– 21 Sept. 1814.
- 15,000 combatants with 3,000 casualties.



Highlights of the Event

- Camps and Merchant Row experience up close with reenactors.
- Battle events free to view.
- Saturday night battle 8 p.m.
- Candle lit tour through the Fort at 9 p.m.



Volunteers

- 500 volunteers will provide almost 10,000 hours of their time.
- Travelling from Quebec, Ohio and Maryland.
- Each individual 'soldier' provides about \$4,000 of uniforms, equipment and tents.



Benefit to Niagara Parks

- The cost for the weekend event is around \$16,000.
- Ticket sales, food and retail generates enough income to cover the cost of the event.
- Positive media coverage.
- Highlighted in Niagara Takes Flight.



**NIAGARA
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Capital Projects Update

Public Commission Meeting

July 10, 2025

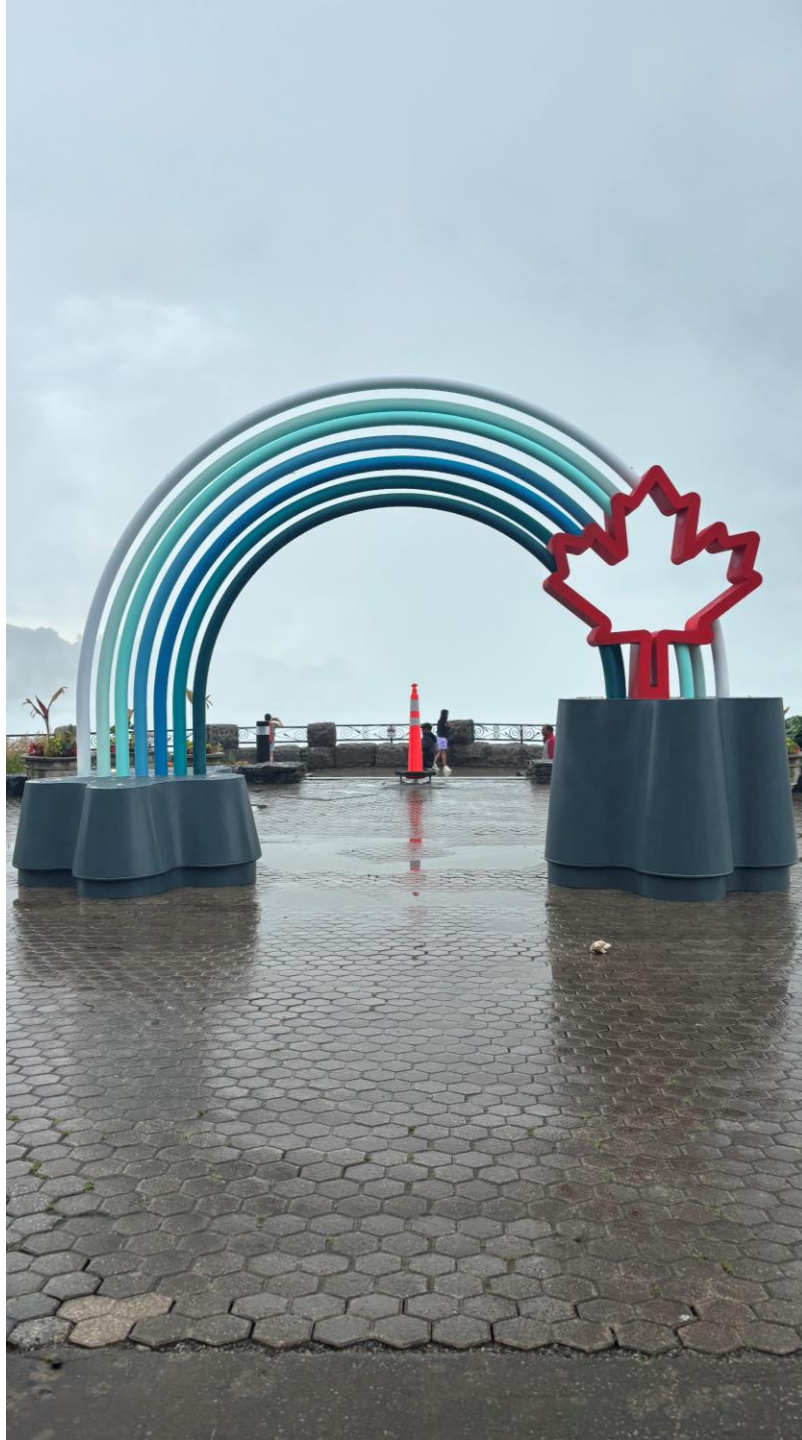


**NIAGARA
PARKS**

Capital Spending Summary

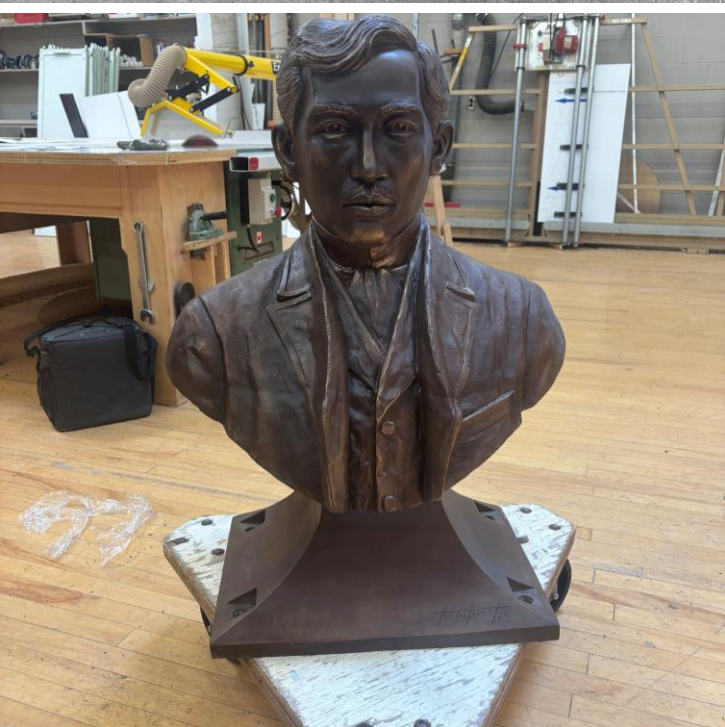
YTD Spend:	\$4,171,591
Committed:	\$11,016,902
Left to Spend:	\$35,811,507

Total: \$51,000,000



Friendship Arch Intallation June 25th

Flagpole to be installed (orange cone) prior
to Canada Day weekend.



Dr Jose Rizal Monument Installation



Tennis and Pickleball at Queenston Heights

Grand Opening July 7th

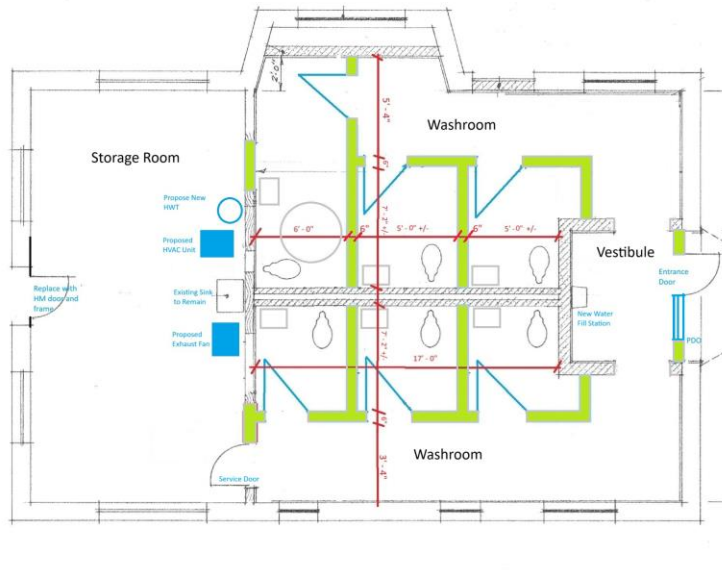


Queenston Courts Renovations



Opening this Friday. In preparation for the tennis and pickleball courts..

Creche Washroom
SK-2 Proposed Layout



Queenston Heights Creche Washroom Renovations

Updating to 6 All Gender Washrooms.

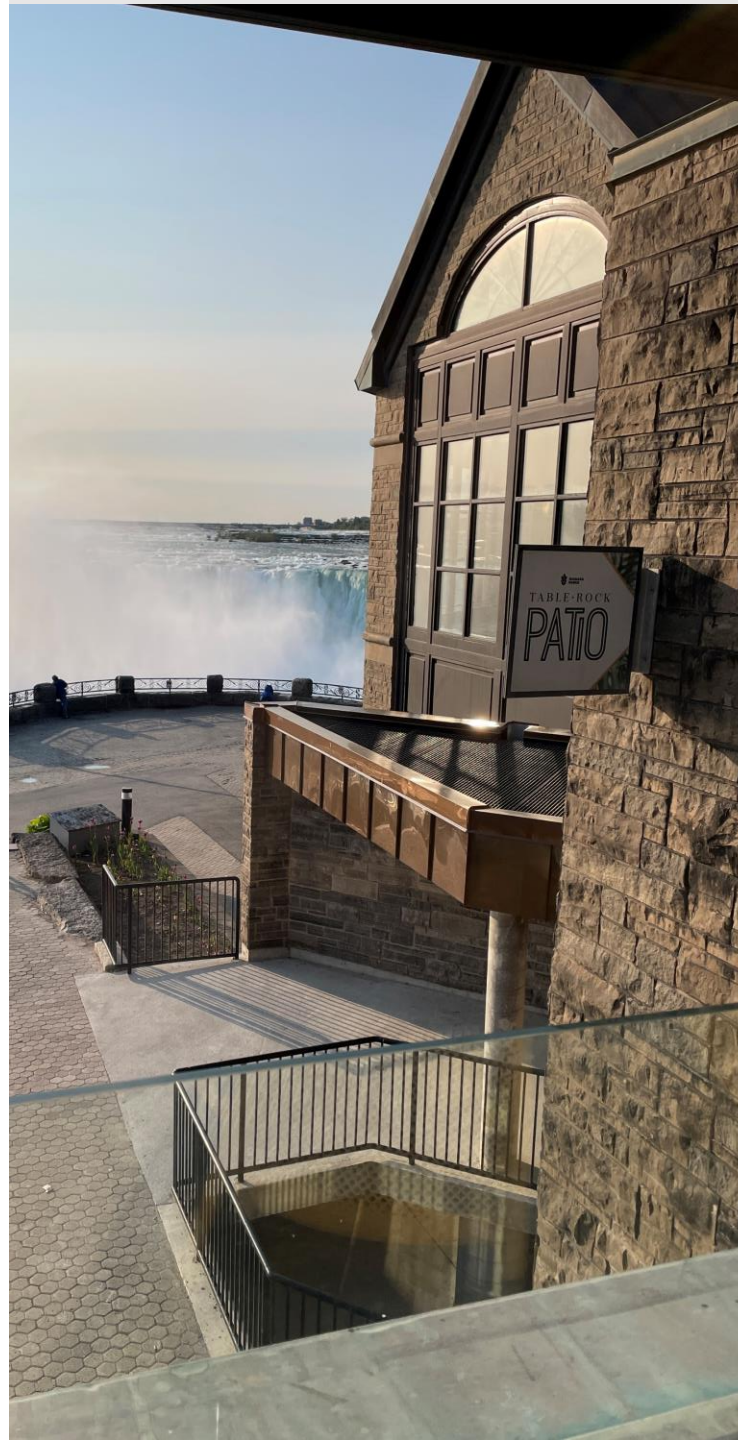


Table Rock Emergency Exit



QVP Public Washroom

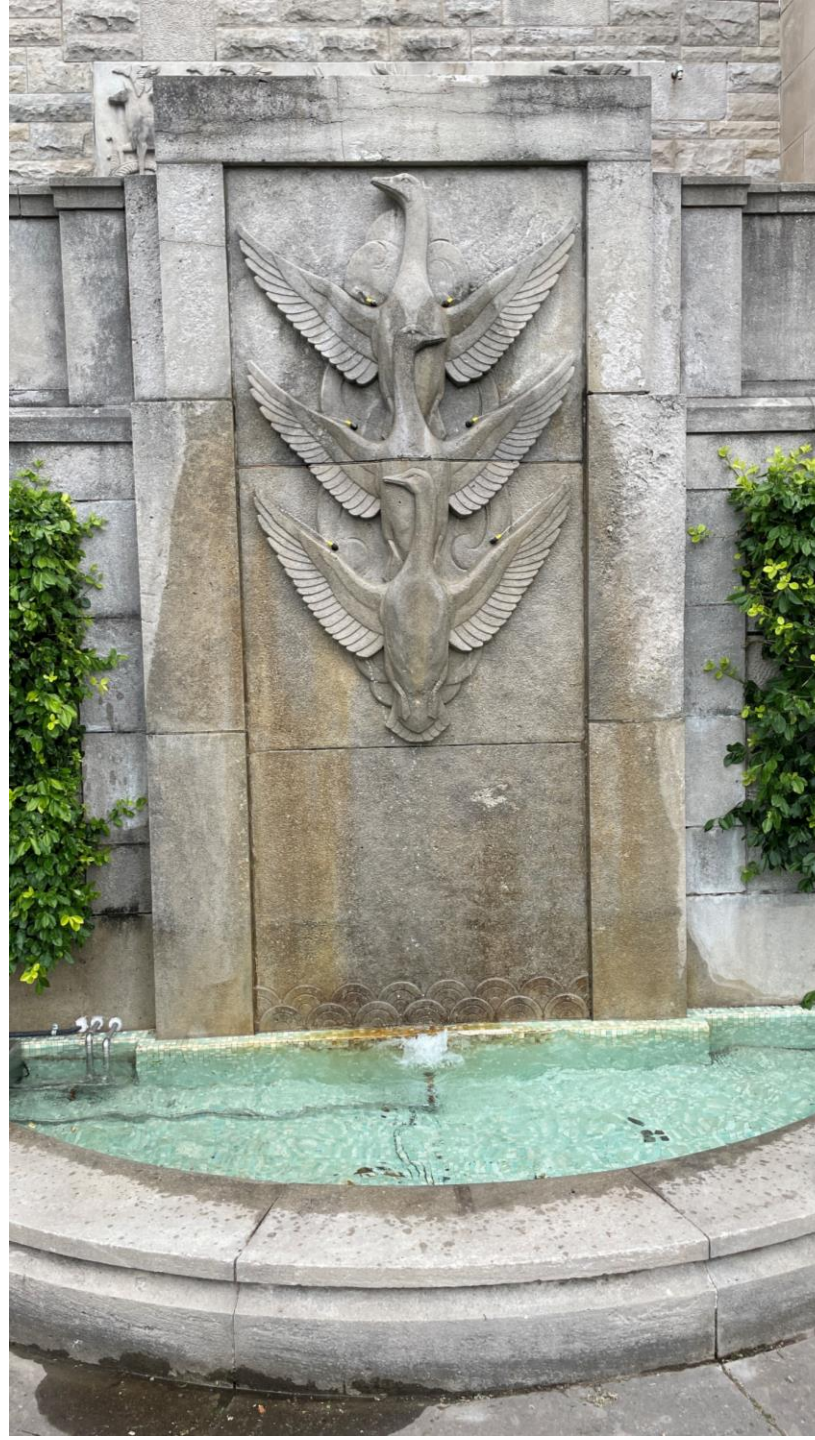
Expected completion end of June.





WEGO Garage Expansion

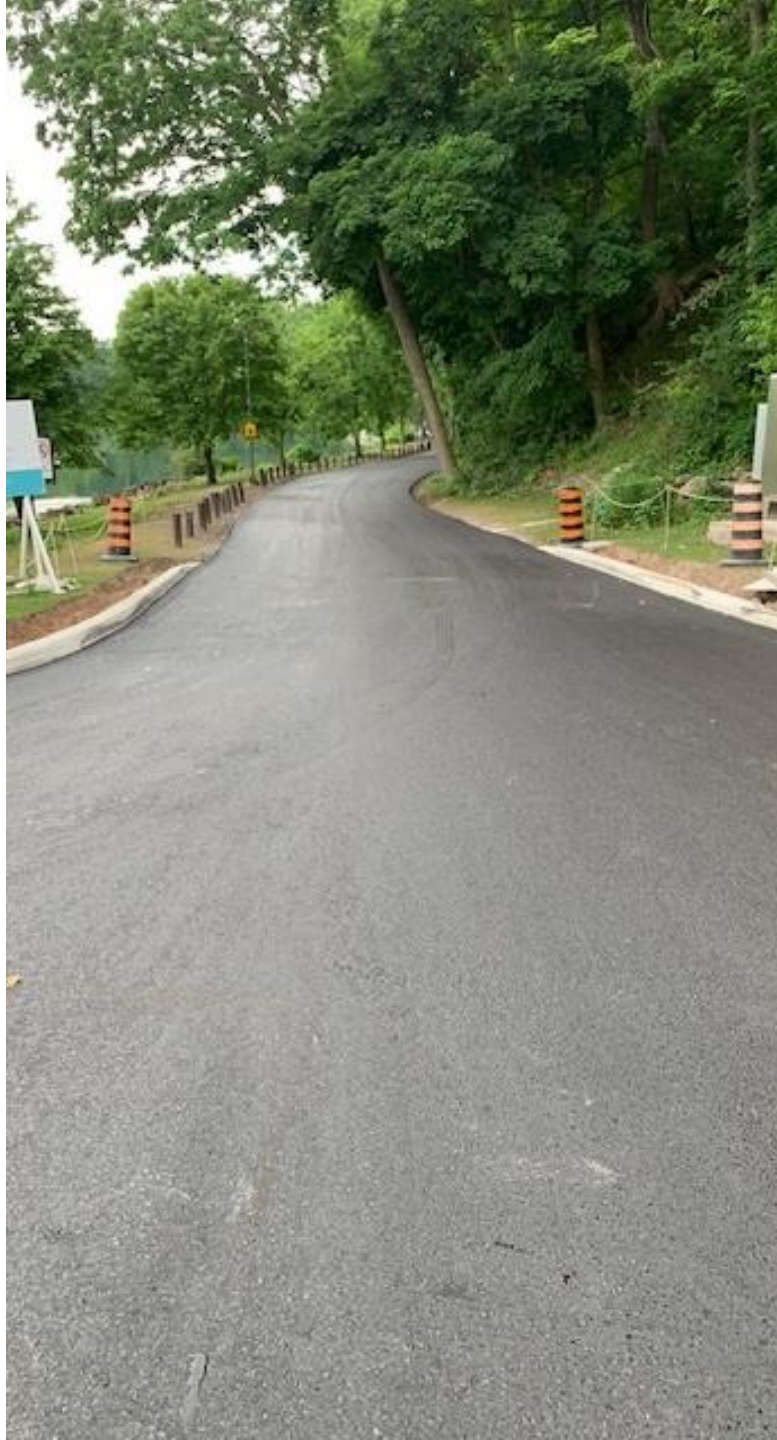




Fountains

The below are now operational;

- Oakes Garden Theatre – All 4 now functional.
- Botanical Gardens – Rose Garden
- Zimmerman
- Floral Showhouse – Rose Garden (seen from parkway)
- Mathers Arch



Dufferin Islands Paving

Started June 9th-estimated to be completed by June 27th



Recreation Trail Replacement at Brown's Point Complete





Kingsbridge Park Resurfacing

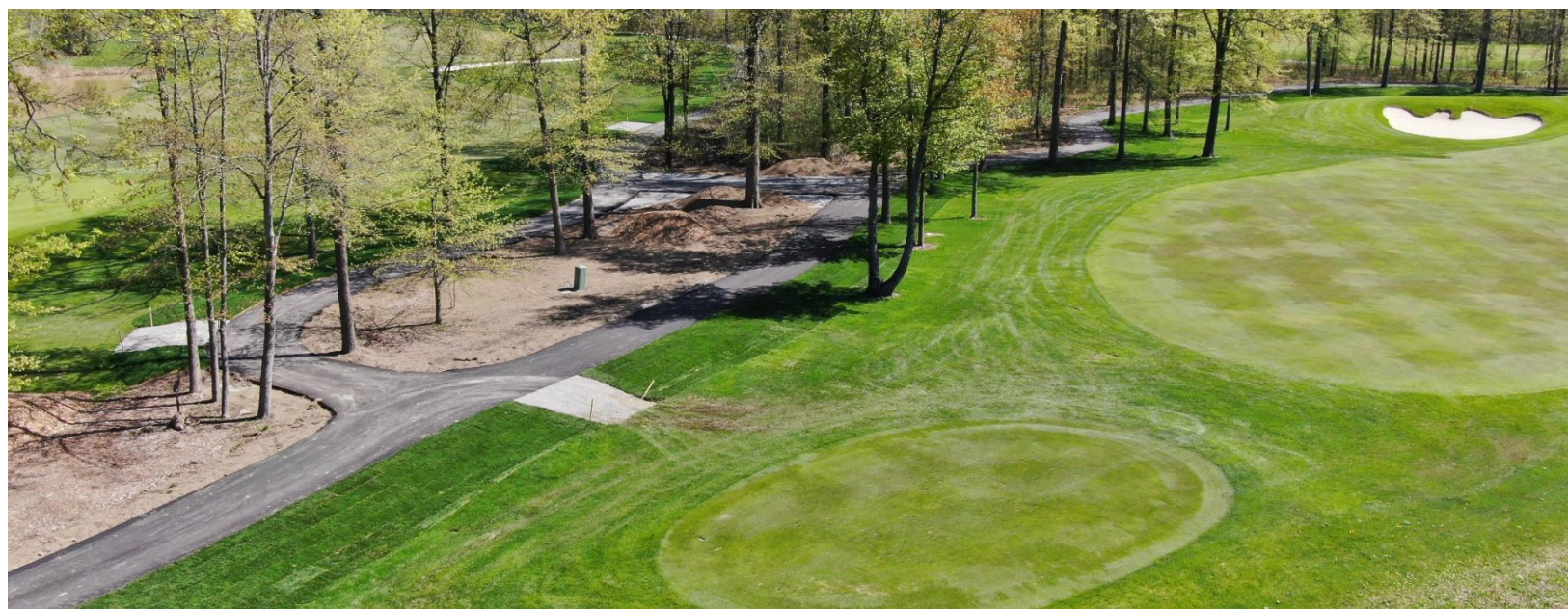


Pedestrian Bridge #35 Replacement





Legends Cart Paths





Fort Erie Shoreline Protection and Breakwall Repairs

Construction to begin July 2nd and completion expected by end of October.

Completing 295 meters of In-water Shoreline Protection, Breakwall Replacement, and Sidewalk Replacement.

The trail along the breakwall will be closed, public communication to be issued.



Grandview Plaza Updates









SELF-CHECKOUT

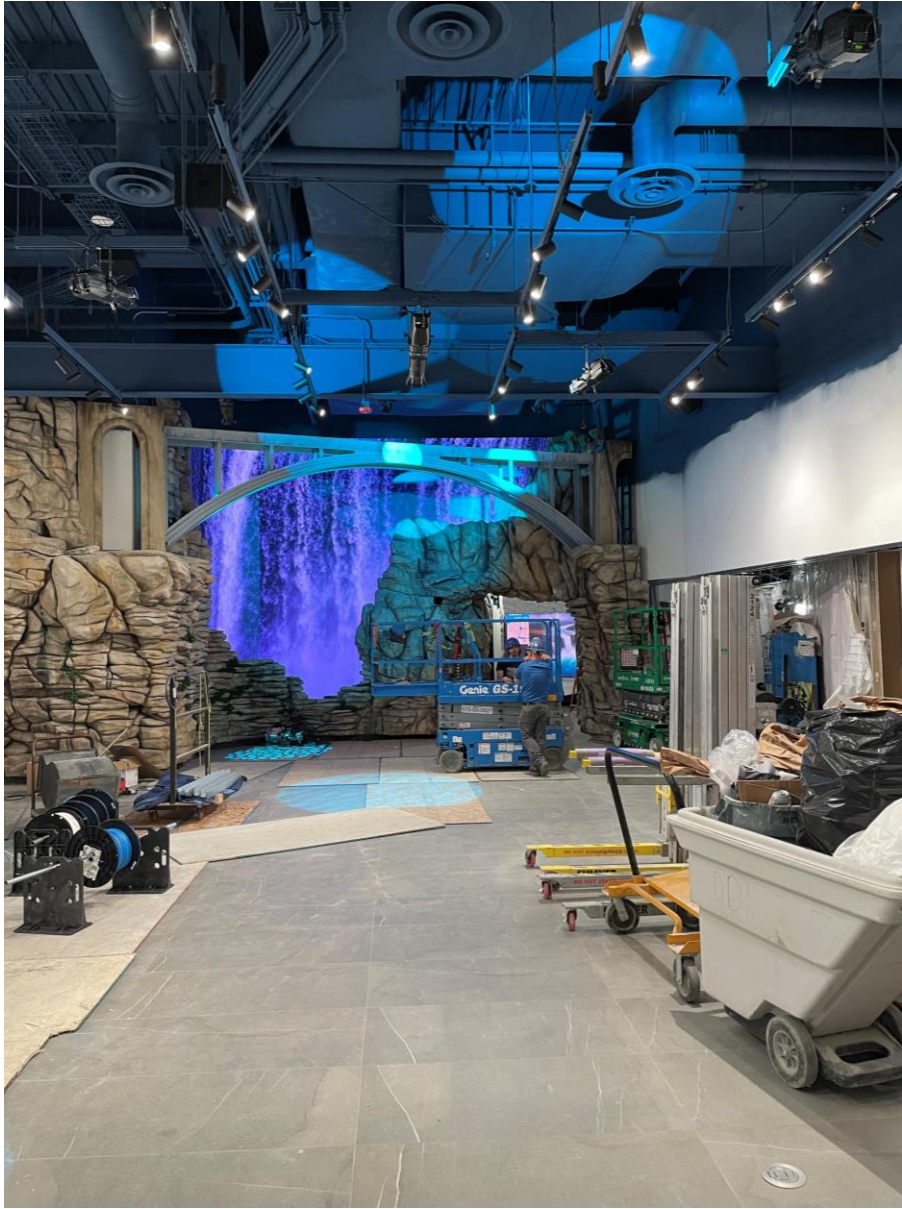
GRAND
VIEW
MARKETPLACE

ice cream

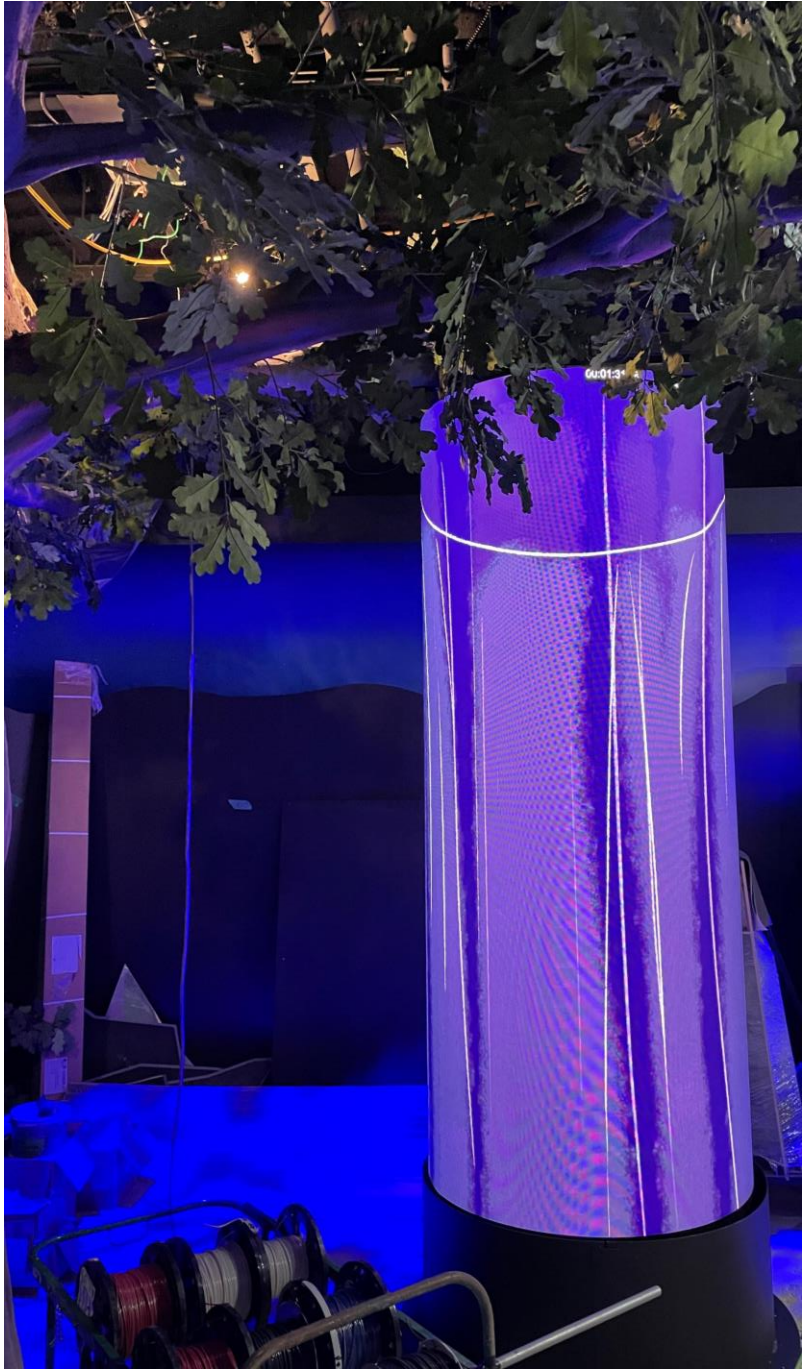


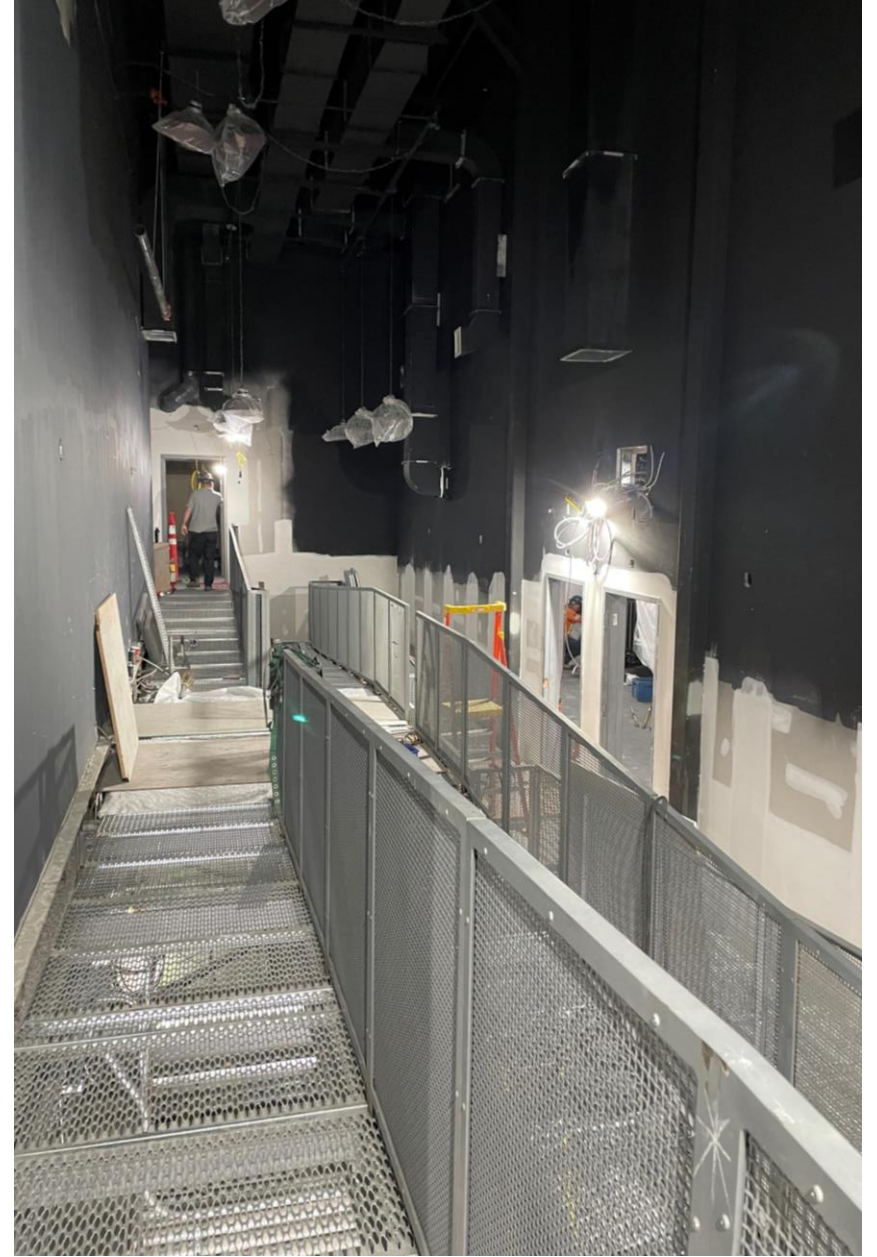
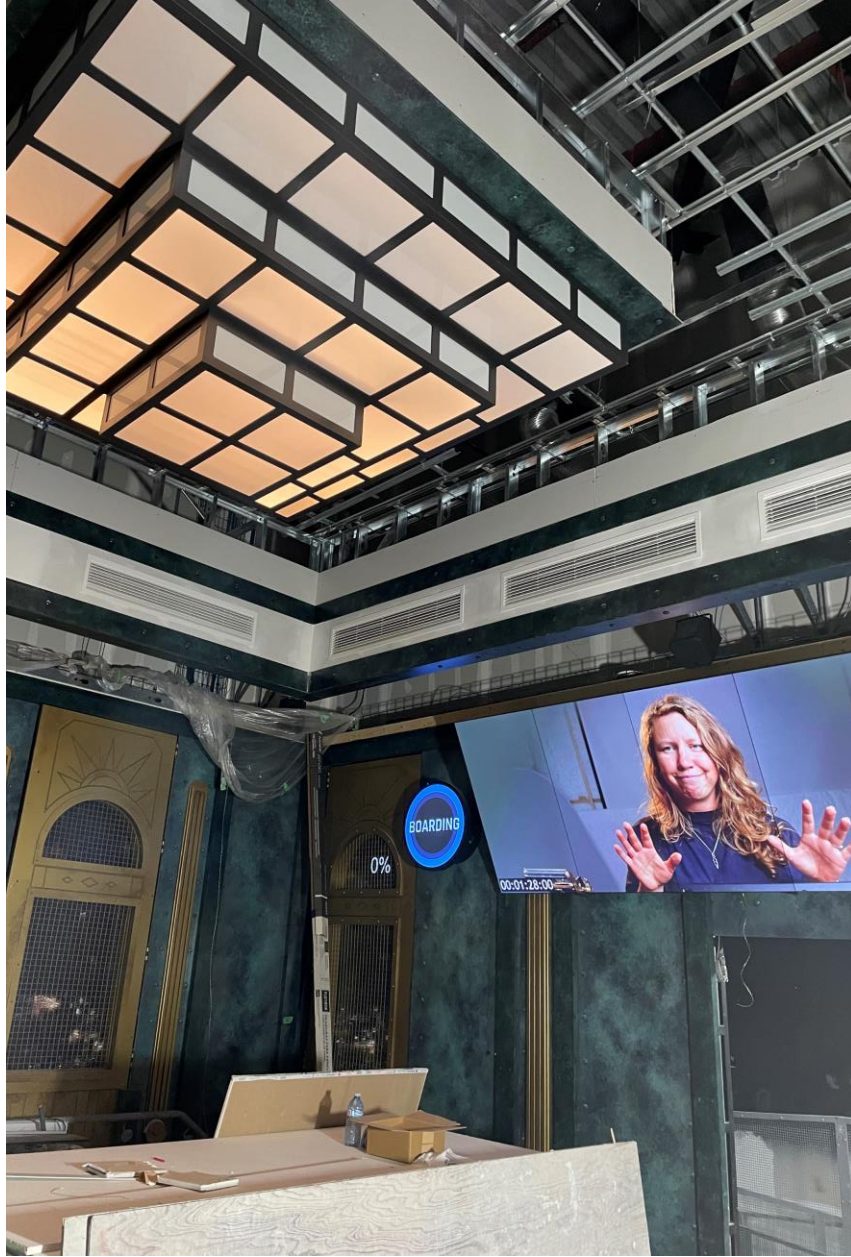


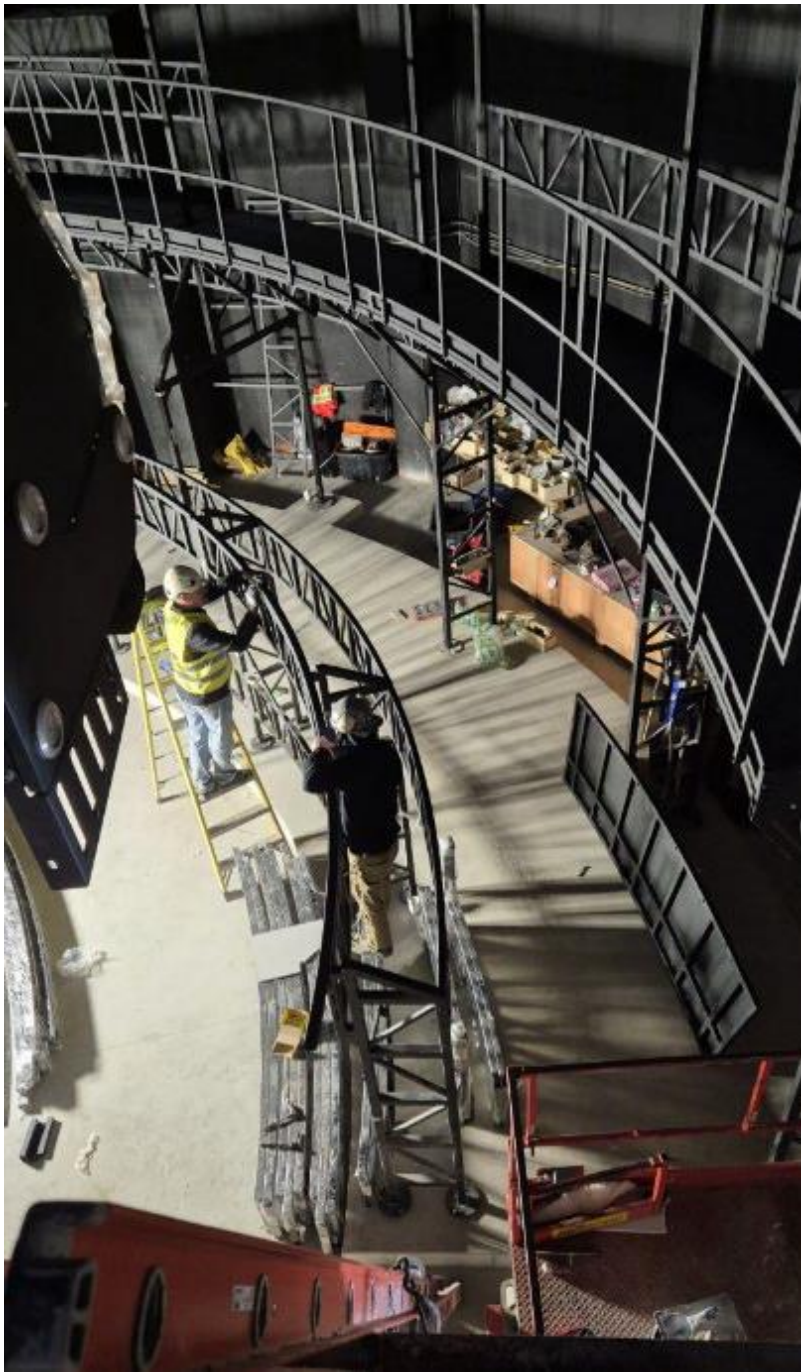
Niagara Takes Flight

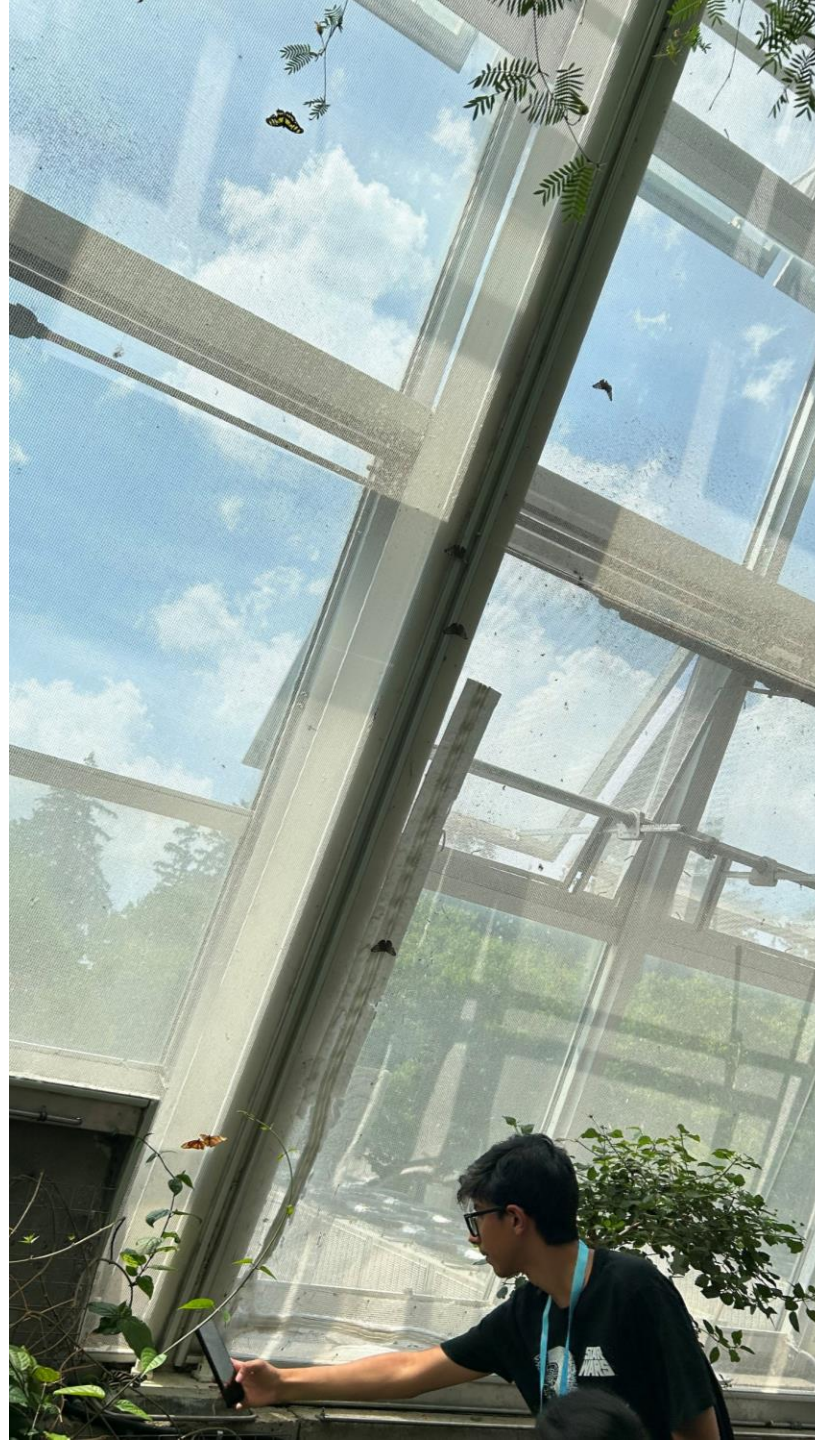












Butterfly Netting Replacement – Before



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